

Message Text

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FOR PROJECT DIRECTOR GEORGE M. HINES

E.O. 11652: N/A

TAGS: BTRA, BEXP, JA

SUBJECT: FOREIGN BUYER PROGRAM: NSGA'S 47TH ANNUAL CONVENTION
& SHOW FEBRUARY 5-8, 1976, CHICAGO, ILLINOIS - FELLOW-UP

REF: OSAKA-KOBE 114, 150; USDOC 01667

SUMMARY: CONGEN DID NOT ORGANIZE GROUP TO USGA BUT DID
PROMOTE SHOW AND ASSIST BUSINESSMEN TRAVELLING INDIVIDUALLY.
THESE VISITORS COMMENTED FAVORABLY ON SHOW FOR ITS SIZE,
VARIETY OF PRODUCTS AND LIVELINESS. THEY PARTICULARLY
APPRECIATED COMMERCE ASSISTANCE IN PRE-REGISTRATION AND
BUSINESSMEN'S LOUNGE. OFF FLOOR SALES TOTAL WAS SMALL
(\$5,500 IN TRIAL ORDERS) AND 12 MONTH PROJECTIONS
UNAVAILABLE, ALTHOUGH MOST VISITORS EXPECT TO MAKE FURTHER
PURCHASES AFTER MARKET TESTING OF TRIAL ORDERS. ALL
CONSIDER THIS FIRST VISIT TO NSGA WORTHWHILE AND
PLAN TO VISIT AGAIN. JUSVEL, A LOCAL TRAVEL AGENT,
BELIEVES IT CAN SUCCESSFULLY ORGANIZE GROUP TO
NEXT YEAR'S SHOW. END SUMMARY
COMMENTS FROM VISITORS TO NSGA SHOW FOLLOW.

1. MR. TETSU YAMATANI, MANAGER AND MR. YUKINORI
HAMASAKI, CHIEF, SALES SECTION, MITSUWA TIGHER CO.:
"PLACED TRIAL ORDER (TOTAL VALUE US DOLS 5,000)
THROUGH MORIMURA BROS., INC., FOR TENNIS BRACKETS,
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FOOTBALL EQUIPMENT, TENNIS BALL STORAGE PRESSURE

CANS, BATTING TRAINING DEVICES, ETC. BECAUSE SAMPLES HAVE NOT ARRIVED AS YET, IT IS DIFFICULT TO PROJECT 12 MONTH SALES."

2. MR. KAZUAKI ARIMOTO, MANAGER, MORIMURA BROS., INC., IMPORT AGENT FOR MITSUWA TIGER. "WE WANT TO IMPORT MINIMUM OF US DOLS 100,000 PER ITEM ANNUALLY OF ITEMS IN WHICH MITSUWA TIGER IS INTERESTED. DURING TRIP WE ARRANGED SOLE-GENCY AGREEMENT WITH ALCOA CO. IN LOS ANGELES (MANUFACTURER OF ALUMINUM BATS) THOUGH THIS COMPANY DID NOT PARTICIPATE IN NSGA SHOW. WE WILL IMPORT US DOLS 500,000 WORTH OF ALUMINUM BATS A YEAR."

3. MR. YOSHIAKI OKA, MANAGER, TONOMURA CO., LTD.: "RECEIVED SEVERAL BROCHURES ON PRODUCTS WHICH INTEREST US. WE ARE STUDYING AT PRESENT WHAT ITEMS WE CAN IMPORT."

4. MR. TERUYUKI TANKABE, PRESIDENT, MR. TATEO SAKURAI, MANAGER, HIT UNION CO.: "WE DID NOT BUY ANYTHING AT SHOW."

5. MR. YASUO WATANABE, MANAGING DIRECTOR, WATANABE SPORTING GOODS CO., LTD.: "PLACED TRIAL ORDER (US DOLS 500) FOR BREATHING MASKS FOR USE AT TIME OF ICE HOCKEY TRAINING. WE WILL TEST PRODUCTS FIRST." AINSWORTH

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